
HELLO

A3 DESIGN creates strategy-driven package design + branding with "Pick Me Up!" Power. Do you know what compels you to pick up a new product and try it when you are strolling the aisles at the grocery store? *Well, we do.*

We are an award winning Package Design & Branding Agency located on the outskirts of Rochester, NY. We understand that the stakes have never been higher in business and the competition on the retail shelf is fierce. In order for a company to have a strong presence within their competitive category, they need an image that communicates from the shelf with with "Pick Me Up!" Power.

Alan is the agency Creative Director; supreme strategic designer reigning over all supporting creative in the studio. Amanda is the agency Principal; at the helm of business development, vendor and client relations. Over time, we have successfully built a network of resources that affords A3 Design the opportunity to work on projects of any size. Our network is filled with experts in their field just as we are in package and logo design. Working with A3 allows our clients access to talent that has been vetted for strategy, professionalism and result driven solutions.

Behind it all, we are strategic thinkers and no design decision is made without reason. Our team has an innate understanding of color theory, composition, typographic hierarchy, consumer behavior and an undeniable talent for clever visual implications.

Partnering with A3 Design as a strategic design agency achieves logo and package design results that are impressive and profitable. The packaging we have created has successfully gone against powerhouse competition like Philip Morris, Anheuser Busch, Proctor & Gamble, Mead and the many big names that line the shelves in grocery stores. Our packaging can be seen in Whole Foods, Wegmans, Target, Staples, Walmart, Earth Fare, and a number of specialty retail locations across the nation.

A3 Design has been incorporated since 2003.

A3 FOUNDERS



AMANDA ALTMAN

Amanda@A3-Design.com

T_ 585. 542. 8303

C_ 585. 662. 9692

"We believe smart, insightful design can be a powerful source of change and growth."



ALAN ALTMAN

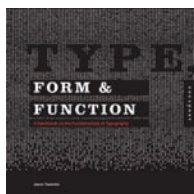
Alan@A3-Design.com

T_ 585. 542. 8303

C_ 585. 662. 9698

"I am a man of little words. I am so much more articulate visually than I could ever be verbally."

SPECIAL ACKNOWLEDGEMENTS



A3 Design is featured in "Type, Form & Function" with a lengthy interview with Amanda Altman and work scattered throughout the book. The work included highlights our love for and philosophy about the importance of type.



The package design A3 developed for Good Boy Organics' BOPS product is featured in the prestigious 2013 Print Regional Design Annual. The retro-inspired package design will be printed in the December 2013 issue.



package design + branding agency

"strategy-driven package design and branding"

New York

office 585. 542. 8303

www.A3-Design.com

OUR SERVICES

PACKAGE DESIGN

The ultimate package design connects with people, evokes an emotional response and cultivates loyalty by intriguing the buyer long after the product is used. It compels the audience to pick it up and spend their hard-earned cash to get at what's inside. If the product inside delivers on the promise communicated outside, they'll buy again.

We work with you to make this cycle a successful one and with each product released under a brand name, to build trust, loyalty, and customer happiness.

Package design is more than just a pretty package, every product can expect to receive:

- Message and Positioning
- Brand Evaluation
- Logo Development
- Package Design
- Competitor Comparison
- Product Shots

LOGO DESIGN

A logo design does for a company, what a package does for a product. In much the same way, a logo design connects with people and starts to build a trusting relationship long before there is human interaction. A clear and consistent message sticks with your audience and allows you to be easily found when they need you.

We work with you to design your corporate fingerprint with creativity and clarity, and to evolve it into a visual language that speaks to your audience.

Logo design is more than just a pretty package, every product can expect to receive:

- Message and Positioning
- Brand Evaluation
- Logo Development
- Color Palette
- Font Suggestion
- Pattern Design
- Logo Standards Guide

BRANDING

We understand that sometimes, you just need more! With a foundation of a good logo and brand, we can create a memorable campaign. If you are opening a brick and mortar store, you will need some help branding your retail environment. You might need a website, a tradeshow presence, a printed capabilities brochure or a road sales kit... we can do all of that!

Here is a comprehensive list of all that we can help you with. If you need it and don't see it, please ask. If it has to do with brand awareness, we have experience.

- Printed Material
- Direct Mail
- Advertising
- Digital Design
- Environmental Design

CLIENTS

"With all clients big and small, we strive to be more than just another vendor. Our clients know us as trusted partners and friends... & sometimes therapists."

RETAIL PACKAGING

- Carolina Beer
- Carolina Pad
- Cheyenne International
- Good Boy Organics
- Hampton Farms
- Limerick Studios
- North Coast Apples
- Mystic Cleaners
- Scrumptious Pantry
- Studio C
- Walmart

CORPORATE BRANDING

- Charlotte Visitors Authority
- Dialog Telecommunications
- DR Horton Homes
- Mariner's Walk
- Mattamy Homes
- UNC Charlotte
- X-Rite

CORPORATE ADVERTISING

- Charlotte Center City Partners
- Cogdell Spencer Erdman
- Ducati Motorsports
- Esquire Magazine
- Greater Rochester Enterprise
- Insignia
- Keuka College
- Lebo's Dancewear
- Living Machines Systems
- Muzak
- National Geographic Channel
- United Way

For a full listing of services and clients, please visit www.A3-Design.com or give us a call!

CREATIVE PROCESS



CONTACT + ENGAGEMENT

Project scope discussed

↓
Outline of deliverables

↓
Estimate & terms of engagement

↓
Project approval

LISTEN + DISCOVER

Client discovery sheet

↓
Collaborative creative meeting

↓
Design direction chosen

↓
Production specifications outlined

↓
Creative brief created & confirmed

↓
Research!

DESIGN + DEVELOPMENT

Initial concepts created

↓
Presentation & refinement

↓
Decision on direction chosen

APPLICATION + EVOLUTION

Executing selected design across all elements & deliverables

↓
Presentation

↓
Refinement

FINALIZATION + IMPLEMENTATION

Final artwork created for production specifications

↓
Presentation

↓
Approval

↓
Execution